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FOR IMMEDIATE RELEASE

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You Can Depend on Country Jam!

Eau Claire, Wisconsin – July 23, 2013. People have come to know that they'll hear great music and have fun times at Country Jam. Now the community can also depend on Jam's commitment to prevent underage drinking at the festival.

The Eau Claire City-County Health Department has conducted alcohol compliance checks at Country Jam since 2006. Over the past 5 years, compliance check rates have been 96% or better. **This year we congratulate Country Jam for achieving 99% compliance!** This comes after a great deal of work by the dedicated staff and volunteers, Reality Check 21 Partnership, and Eau Claire County Sheriff's Office.

"Country Jam staff and employees have been a great group to work with," said Captain Dan Bresina from the Eau Claire County Sheriff's Office. "Without their support and cooperation at all levels of the organization we would not have seen the success we have. They embrace the zero tolerance effort and believe in the idea that Country Jam is not intended to be an underage drinking event but an experience for anyone to enjoy responsibly. I believe we owe much of our success to the CJ staff."

Country Jam has expanded education of staff and volunteers, increased signage, improved processes, and adopted new policies to prevent sales to underage buyers. "Country Jam has worked hard every year to improve our age verification process. Working with the Sheriff's Office and Reality Check 21 has allowed us to make an even bigger impact. We are extremely proud of our success in 2013," said Pamela Speckien, Sponsorship & Marketing Director for Country Jam.

The volunteer groups serving alcohol did an outstanding job this year. Those with 100% compliance were the Altoona Lions, Chippewa Valley Theatre Guild, Cleghorn Lions, Delta Sigma Phi, Durand Optimists, Eau Claire Evening Lions, St. Joseph's Youth, Thorp Boosters, Young Professionals of the Chippewa Valley and St. Paul Boosters.

Security personnel, ID checkers, licensed bartenders, servers and other volunteers play a critical role in preventing underage drinking. The increasing number of Reality Check 21 volunteers each year also shows the community commitment to reduce underage drinking. Francie Peardon, Community Advocacy Director of the Alliance for Substance Abuse Prevention at the Eau Claire City-County Health Department, said "All staff and volunteers are applauded for their efforts in reducing sales to minors. They have made Country Jam a safer event for everyone."

